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Ecotraining

A look at job creation and education in the tourism industry



During its 20 years of operation, EcoTraining, a pioneer and leader in field guide and nature training, has been a participant in tourism becoming a key driver of socio-economic progress.

In this period, thousands of people from across the globe have attended and participated in a variety of courses that the company offers. A good percentage entered the hospitality and tourism industry as professionals and have since gone on to play their respective roles in further investing in job creation and the development of knowledgeable and skilled people.

Alex van den Heever, co-founder of The Tracker Academy, is just one example of how EcoTraining is part of job creation and education in the tourism industry. He attended one of the first EcoTraining game ranger courses in 1994 in the Sabi Sand Reserve. In 2010 he co-founded The Tracker Academy with the support of Mrs Gaynor Rupert.

The Tracker Academy is a training division of the SA College for Tourism which is chaired by Mrs Rupert and operates under the auspices of the Peace Parks Foundation. It is a non-profit organisation which trains disadvantaged rural people in the traditional skills of tracking. More than 94% of Tracker Academy graduates are permanently employed in the nature-based tourism industry in South Africa.



EcoTraining gave Alex the foundation which he now uses to empower others with the necessary skills and knowledge. This is getting redirected back by the use of some of the graduates as instructors on EcoTraining tracking courses.

EcoTraining has also been significantly involved with various organisations to provide free training to members of rural communities. The company has collectively trained and funded approximately 70 trainees in this regard. This includes members of the Makuleke community outside the northern section of the Kruger National Park.

EcoTraining operates a wilderness camp in the Makuleke concession inside the park and employs members of this community at the camp.

Another project that EcoTraining has been involved with is providing training through the Amarula Trust. The Amarula Trust aims to create jobs in the ecotourism industry through sponsored training of the rural community members from Botswana and Namibia.

It is investments in job creation of this nature that help to build our economy for the benefit of all.

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Have you heard?

EcoTraining
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